

MEETING MINUTES

**ASU Scottsdale Center
Ad Hoc Citizen Advisory Working Group Meeting
December 9, 2004, 5PM
City of Scottsdale Community Design Studio
7506 E. Indian School Rd.**

Present:

Absent:

Staff:

Introductions of working group, staff, interested parties' 5:30

Work Product –

Timeline Handout

- 12/9 Land Use between site and adjacent parcels
- 12/16 Place-making – Los Arcos created a sense of place / core
Connections & Integration
- 1/6 Parameters of development
Land Use Relationships between site and parcels
- 1/11-1/15 Design Charette
- 1/20 Follow-up with working group
- 1/27 Public review of ASUF proposals
- 2/3 Draft Plan Presentation

Circulated handouts to working group as examples of work products;

1. Example from UDA on Pittsburg project
 2. City Shape 2020
 3. Downtown Plan task force recommendations – very specific
 4. City Shape cards
- Ed's requirements are that the product be clear and specific with recommendations
 - Staff will make sure that everyone has a list of all Los Arcos documents that are available.
 - Idea Cards turned in from last week's meeting
 - Economic Revitalization and Land Uses Discussion and Interactive Exercises –
Dave Roderique
 - We'll take all of the information received in this discussion and combine it all together.

Hand out copies of PowerPoint and demographic presentation - Covered demographics of the surrounding area including population and income levels currently compared to past trends. Included housing and length of residence figures and education levels.

Break into groups:

Group #1 Thomas, Marilyn, George, Rita

Group #2 Margaret, James, Paul, Kurt

Group #3 Susan, Steven, Andrea

Groups were given a map of the area and a handout of questions asking what the groups think is needed in the area from Dave.

	More	Less	Same
Employment	Group 1 Group 2 Group 3		
Neighborhood Retail	Group 2 Group 3		
Regular Retail	Group 2 Group 3		
Services	Group 2 Group 3		
Tourism	Group 3		Group 1 Group 2
Cultural/Institutional	Group 1 Group 2 Group 3		
High Density Residential		Group 1	Group 2 Group 3
Mid Residential	Group 2 Group 3		
Low Density Residential		Group 2	Group 1 Group 3

Comments:

Employment – higher end

Regular Retail – urban, big box, not department

Tourism – remarkable, attraction, unique, interesting, destination, museum, not hotel

Cultural / Institution – science, technology, innovation

Mid Residential – artist lofts

Adequate employment opportunities?

#2 currently no, hopefully once the center is built

#3 currently no, services that would serve employees of center once it's built

#1 Yes

Comments: according to the demographic numbers they are not sure the jobs that are there are the right jobs.

Ideas: clothing, restaurant, pharmacy, movies, entertainment, books, music, service station, gas station, car wash, florist, late night food and high class entertainment

Specific Retailers: Borders, Sears, Pennys, Home Depot, Target, Lowes, Restoration Hardware, Urban outfitters, Gap, Cheesecake factory, Deli, Clothing, Books, Old Navy, Gas Stations, Barber/Hairdresser, Trader Joes, Bahas, boutique, (Wines, Cheese, Cigar)

Question: If the current demographics are not supporting how are we suppose to think? What they want now? Or What they'll need?

Answer: Think Big

Artists live/work will help bring the arts into south Scottsdale. Availability of grocery stores, pharmacy, restaurant, medical that the residents can walk to since many of them do not have transportation.

Residential – mid; town home, condo, combine residential above mixed use and to conceal parking. Not high rises like waterfront. Police substation, code enforcement, pedestrian accessible with library, citizen service center.

3 areas you could wish for?

Group #1,2,3 - Los Arcos Crossing

Group # 1,2,3 - K-Mart Fountain Plaza

Group #1 - E/W side of Scottsdale rd N of McDowell (antique mart area)

Group # 2,3 - Papago Plaza

- The GLUE study next week will address these areas as well
- Demographics will change the tenants in the future

What do you want to see on the 2 and 3 acres sites adjacent to the ASU site?

Group #3

Retail, residential, hotel site, parking mixed use, pedestrian oriented

Group #1

Stage Brush theater, performance venue, Residential mixed use mid density, pedestrian friendly

Group #2

Wanted to know if the idea from the City is to obtain rent revenue from these properties or have a park like facility? Answer was if it's for the betterment of the neighborhood it doesn't matter.

Concerns:

- Concerned that since these are the only parcels that the city has control of that the city should develop them earlier rather than later.
- Incremental building sites need to jump start excitement
- Residential above retail would provide 2 revenues
- We'll need to provide incentives i.e. tax or bid out with these 2 parcels to attract businesses
- Is population density sufficient to support the retail
- Underground parking @ ASU is up to ASU - if we build underground parking can we have more open space?

Break 8:00

Transportation/Circulation - Mary O'Conner

Handed out copies of the PowerPoint presentation and covered all of the issues pointed out in the PowerPoint. Including vehicular traffic, pedestrian traffic, mass transit along with sidewalk, intersection, and land use issues.

General Discussion

Organizational structure discussion:

Q: Does the group want a chair/co-chair organization or keep going how we have been?

A: Wait for another meeting or 2 and then decide so that everyone has more opportunity to get to know one another.